

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPAGNIE INC.
Ad No. 2545-D5 - (IMAGE ADVERTISING) - Reg. No. MI2886 - Page, 4/C - (7 x 10 inches)
Printed in U.S.A.

National Size Magazines, 1989
(604)

Our version of image advertising.

Recently, we asked ourselves what a Merit "image" ad would look like. Cowboys and camels being taken, the best image we could think of was straightforward and direct. How else to portray Enriched Flavor™? How else could we show satisfying taste, and up to 27% less tar than other leading lights? How else could our advertising reflect what you already know? There is no better way to smoke than Merit. No matter how you look at it.

Enriched Flavor™ low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

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